

CASE STUDY:

UX Boosts Non-Profit
Conversions by +600%
and +97%





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Client: [The Casey Foundation](#)

Industry: Non-Profit

Services: Analytics

The Challenge:

The Casey Foundation releases a yearly publication (available for users to download) that provides information on America's child population at both a national and state level.

Using historical data from previous years, Seer's goal was to provide recommendations that would ultimately increase traffic to key conversion pages while driving more Report Downloads year-over-year.

Our Approach:

Through behavioral analysis of Hotjar heatmaps and data from Google Analytics, Seer discovered pain points in the user journey that were presenting barriers to conversion on report page templates.

Recommendations:

- › Change the page layout for a clearer path to action
- › Require fewer steps for users to convert
- › Increase the visibility of important links

The Results:

- › +600% State Report Downloads
- › +97% Annual Report Downloads
- › +145% Homepage Report Downloads
- › +30% Traffic to Report Landing Pages

*“ The Casey Foundation has long encouraged Non-Profits and public systems to make change for kids and families based on data and what works. When Seer offered new on-site strategies — based on user behavior — to improve how our readers accessed the Foundation's KIDS COUNT Data Book, we felt confidence as we iterated our designs. **While the metrics of this project's success mostly center around marketing conversions, the true benefit is that more individuals were able to learn about child well-being in their state and, hopefully, start to create change.** ”*

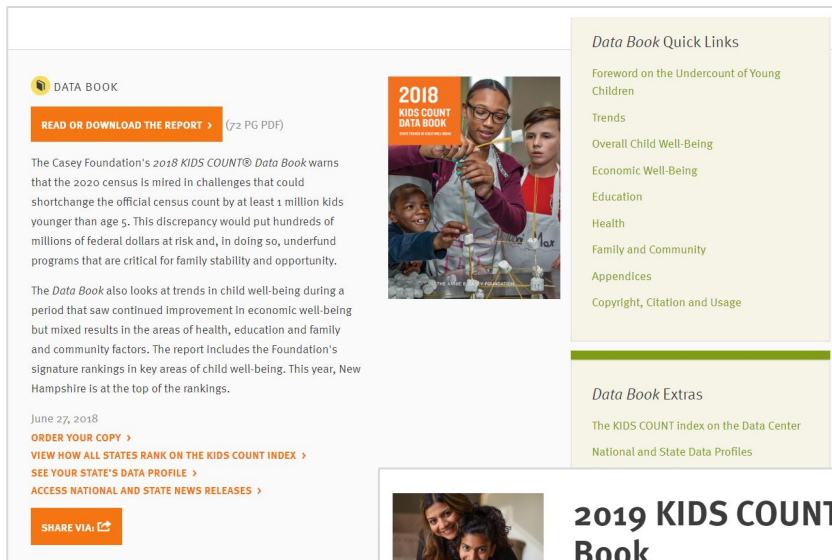
— John Hodgins, Sr. Communications Manager

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State Rankings

California Ranks 36th Overall

Visit the [KIDS COUNT Data Center](#) to review **your state's data**, see how your city, county or congressional district is performing on the **KIDS COUNT Index** and create powerful visualizations.



For more information, contact:
Children Now
510.763.2444, ext. 115

Select a state:

California ▾

THE ANNIE E. CASEY FOUNDATION
UNIVERSITY OF CALIFORNIA


CALIFORNIA +

3 ECONOMIC WELL-BEING INDEX

UNEMPLOYMENT	12%	12%	22%	20%
UNEMPLOYMENT	12%	12%	22%	31%
UNEMPLOYMENT	12%	12%	22%	44%
UNEMPLOYMENT	12%	12%	22%	6%

4 EDUCATION INDEX

KIDS ENROLLED IN DAY-CARE OR AFTER-SCHOOL	21%	21%	21%	52%
FOURTH GRADE READING PROFICIENCY IN READING	85%	85%	72%	69%
EIGHTH GRADE READING PROFICIENCY IN MATH	85%	85%	77%	7%
HIGH SCHOOL GRADUATE OR EQUIVALENT ON TIME	85%	85%	2%	17%

SHARE VIA: 

[DOWNLOAD YOUR STATE PROFILE >](#)
[SEE MORE DATA FROM YOUR STATE IN THE KIDS COUNT DATA CENTER >](#)
[VIEW ALL STATE PROFILES >](#)

← BEFORE

AFTER →

2019 State Data Profiles on Kids Well-Being

View the national data profile (also available in Spanish) or download your state's data profile as a PDF below:

Alabama	Florida	Louisiana	Nebraska	Oklahoma	Texas
Alaska	Georgia	Maine	Nevada	Oregon	Utah
Arizona	Hawaii	Maryland	New Hampshire	Pennsylvania	Vermont
Arkansas	Idaho	Massachusetts	New Jersey	Puerto Rico	Virginia
California	Illinois	Michigan	New Mexico	Puerto Rico (Spanish)	Washington
Colorado	Indiana	Minnesota	New York	Rhode Island	West Virginia
Connecticut	Iowa	Mississippi	North Carolina	South Carolina	Wisconsin
Delaware	Kansas	Missouri	North Dakota	South Dakota	Wyoming
District of Columbia	Kentucky	Montana	Ohio	Tennessee	



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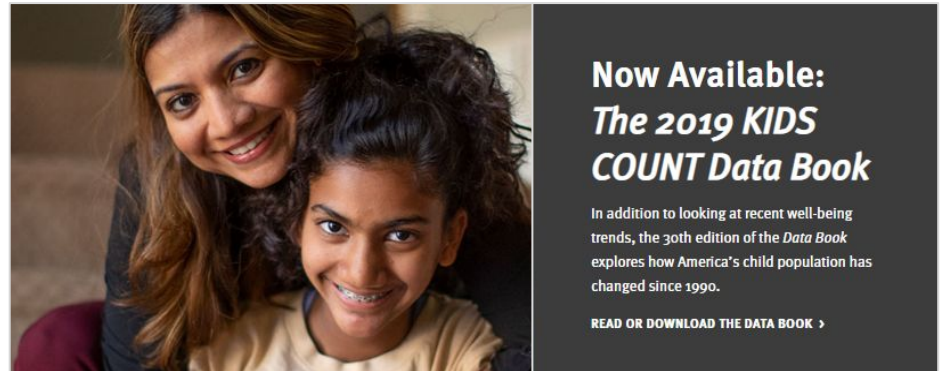
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